

**Media Release**  
**June 7, 2018**

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**Tenderloin Community Benefit District (TLCBD)  
Micro Neighborhood Cleaning Program  
Part of Invest Tenderloin**

The TLCBD is changing our approach to daily sidewalk cleaning in the Tenderloin. We are creating a new “Micro Neighborhood” system, which will provide cleaner sidewalks throughout the day and allow more engagement, focus, and connection with the community. Our Clean Team currently takes a District-wide, route-based approach, supplemented by a “Hot Spot” response system.

As part of the **TLCBD Micro Neighborhood Cleaning Program**, we have identified six, smaller geographic areas within the District boundaries to be created as micro neighborhoods. Each Micro Neighborhood will have a dedicated **TLCBD Clean Team** who will get to know the businesses and residents of their neighborhood, providing a much more engaged and focused service, passing the frontage each building in the micro neighborhood multiple times each day. We believe this focused attention will foster connection and pride amongst neighbors, potentially shifting negative behavior such as littering.

**Program Highlights:**

- Cleaner Sidewalks
- A more engaged, responsive Clean Team Member that residents and merchants know by name
- Prompt coordination with TLCBD pressure washer trucks for hot spot incidents
- Multiple frontage passes per day
- Direct access to Clean Team member through TLCBD Clean Team Hot Line
- Proactive response to graffiti and removal within 24 hours of receiving notice, providing the property has signed the required releases.

- Prompt coordination with partner agencies, such as San Francisco Public Works, Department Homelessness and Supportive Housing, SFPD Tenderloin Station, and Department of Public Health

## Launch Event

On June 7, 2018, Mayor Mark Farrell, San Francisco Office of Economic and Workforce Development, TLCBD, Public Works, and Larkin Street community members including small business proprietors, hoteliers, and property owners gathered to celebrate the launch of the first micro neighborhood in the Tenderloin's Little Saigon neighborhood.

**The Larkin Street Micro Neighborhood is made possible by a grant from the San Francisco Office of Economic and Workforce Development.**

## INVEST TENDERLOIN

The TLCBD Micro Neighborhood Cleaning Program is part of the TLCBD's Invest Tenderloin campaign, an 18-month work and fundraising program meant to deepen the impact of all TLCBD's neighborhood-serving programs in order to significantly improve quality of lives in the neighborhood as measured by a walk down the sidewalk. Programs include Tenderloin Safe Passage, Public Space Activation at Turk Hyde Mini Park, and Security Camera Network. Each TLCBD Micro Neighborhood will cost approximately \$60,000 in additional funding to run for one year. Neighborhoods will 'go live' as funds become available. TLCBD staff are actively fundraising and new micro neighborhoods should be launched over the next few months.

**Learn more about Invest Tenderloin and make a donation at [TLCBD.org](http://TLCBD.org). Interested in starting your micro neighborhood? Contact [Simon@tlcbd.org](mailto:Simon@tlcbd.org).**

### **TLCBD Annual Cleaning Statistics (May 2017 to May 2018)**

TLCBD has removed the following from District boundaries:

- 387,876 lbs. of trash
- 26,287 needles
- 1936 instances human/animal waste
- 11521 graffiti/stickers removed

TLCBD Current annual cleaning budget: \$750,000